

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Gary William Flake et al.
Application No. : 10/625,000
Filed : July 22, 2003
Title : CONCEPT VALUATION IN A TERM-BASED CONCEPT
MARKET
Examiner : Neil R. Kardos
Art Unit : 3623

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

PRELIMINARY AMENDMENT

Sir:

In response to the Final Office Action dated June 15, 2009, please re-consider the above identified application in light of the following Preliminary Amendment with a Request for Continued Examination, wherein:

Amendments to the Claims are noted on the marked up version of the claims beginning on page 2 of this paper; and

Remarks begin on page 6 of this paper.